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(54) Advertising system for a vehicle

(57) An advertising system (5) for mounting to a side panel (2) of a vehicle (1) is provided, the advertising system (5) comprising an advertising panel (8) and fastening means, the fastening means being adapted for attachment to the side panel (2) of the vehicle (1) and including panel engagement means (10) adapted to engage the advertising panel (8), wherein the fastening means comprises one or more track members (6,7) having a reflecting strip (11,31) on an external surface (9,41) thereof.

Fig. 1

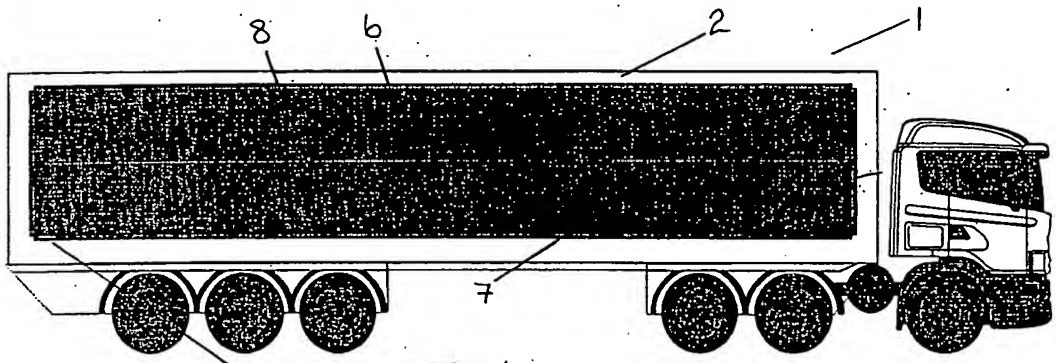
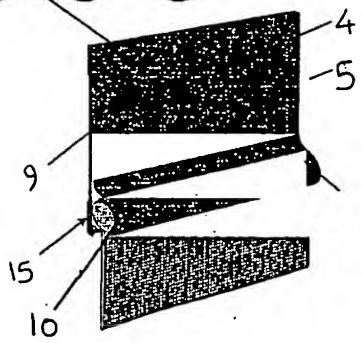


Fig. 2



EP 1 408 477 A2

Description

[0001] The invention relates to an advertising system for mounting to a side panel of a vehicle. The invention also relates to fastening means for fastening an advertising panel to a side panel of a vehicle.

[0002] At present, static exterior advertisements are achieved using posters attached to a building surface or a panel provided on the building surface. The print medium used is typically paper which is pasted to the surface using an adhesive. Such advertisements require considerable effort to install and remove the paper medium, printing costs are relatively high and planning restrictions apply.

[0003] Furthermore, currently there are many load-carrying road vehicles having substantially vertical sides which are either plain, or carry minimal information (e. g. merely the name of a transport company). These vehicle sides are extensively exposed to the sight of the general public, not least because the majority of journeys of load-carrying road vehicles take place on public roads that are also extensively used by pedestrians and/or users of personal road transport and/or passengers in public road transport. Consequently, the sides of load-carrying road vehicles represent a facility for mobile advertising that currently tends to be used only by the vehicle owners for self-advertisement. Some use of the exteriors of road vehicles is known for advertising by organisations other than the vehicle owner, but such advertising is currently limited to public transport vehicles that carry human passengers rather than inanimate cargoes, and the advertisements are either pasted-on paper, or in the nature of bodywork painting that is substantially permanent and not changeable without time-consuming repainting of the vehicle.

[0004] US 5,845,423 and US 5,657,566 address the problem of providing advertisements on the sides of load-carrying road vehicles, but the effectiveness of their solutions is hampered by the fact that the vehicles need extensive structural modification in the form of added rails, mounting brackets and fasteners and the like, to allow the mounting and removal of advertisement panels. Moreover the advertisement panels themselves are complicated and relatively expensive. Moreover the advertisement panels can be used only with rigid sided vehicles, since they do not allow simple access to the side curtains of flexible sided vehicles, which provide access to the load area by allowing the removal or rolling up of flexible side curtains attached to the frame of the vehicle.

[0005] It is an object of the present invention to provide a system for enabling mobile advertisements to be selectively mounted on load-carrying road vehicles in a manner which is simple to carry out and which is cost effective, allowing the use of economical advertisement panels and the requiring minimal structural alterations to a vehicle to enable it to carry advertisement panels. It is a further object of the invention to provide a system and a method for enabling mobile advertisements to be selectively mounted on both rigid sided and flexible sided road vehicles.

[0006] According to the invention, there is provided an advertising system for mounting to a side panel of a vehicle, the advertising system comprising an advertising panel and fastening means, the fastening means being adapted for attachment to the side panel of the vehicle and including panel engagement means adapted to engage the advertising panel, wherein the fastening means comprises one or more track members having a reflecting strip on an external surface thereof .

[0007] In this specification the term "reflecting strip" should be understood to include a surface comprising discrete reflectors, lamps or the like, and the term "side panel" should be understood to include both rigid vehicle side panels and vehicle side panels formed by curtains.

[0008] As used in this specification, the term "vehicle" refers to a road vehicle possessing one or more side panels suitable for carrying advertisements, such sides including but not being restricted to permanently fixed sides, sides formed as one or more panels that are demountable or hinged for providing access to a cargo carried by the vehicle, and curtain sides (i.e. curtains of more or less flexible sheet material whose upper edges are suspended from the vehicle, and whose lower edges are clipped or strapped to the vehicle).

[0009] As used in this specification, the term "advertisement" refers to at least one essentially two-dimensional image having an impression on a spectator that is primarily or wholly visual.

[0010] When the fastening means comprises a single track member, it may comprise a plurality of panel engagement means spaced apart along the track. Suitably, parts of the track intermediate the spaced apart panel engagement means will comprise a reflecting surface, typically a reflecting strip. Alternatively, the single track member may comprise a continuous reflecting surface such as a reflecting strip.

[0011] In one embodiment of the invention, the track member comprises an elongated plate having an upper portion and a lower portion, wherein the lower portion includes panel engagement means, and wherein the upper portion includes reflecting means such as a reflective strip.

[0012] In an alternative embodiment of the invention, the track member comprises a front plate having an obverse face, the panel engagement means being located behind the front plate, wherein the obverse face of the front plate includes reflecting means such as a reflecting strip. Typically, the track member comprises a rear plate spaced apart from the front plate, wherein the panel engagement means are disposed between the front and rear plates. Suitably, the reflective strip extends along a length of the track member. Suitably, the reflecting strip comprises a reflecting strip complying with UN ECE No. 104, such as 3M™ yellow diamond grade retro-reflec-

tive tape or reflecting tape by Reflexite™. The reflectig strip also suutably comprises a continuous reflecting strip.

[0013] The track member may be adapted for mounting vertically or horizontally on a side panel of a vehicle.

[0014] Suitably, at least a portion of the fastening means is formed from high visibility polypropylene plastic.

[0015] In one embodiment of the invention, the fastening means includes adhesive for engaging the side panel of the vehicle. Typically, the adhesive comprises an adhesive strip such as double sided 3M adhesive tape. When the fastening means comprises a track member, the adhesive strip is suitably attached to a top and bottom of the track member. Alternatively, when the track member comprises a rear plate, the adhesive is attached to the rear plate.

[0016] In one embodiment of the invention, the advertising system includes an auxiliary fastening means comprising a first fastener and a second fastener, the first fastener having first and second faces, the first face being adapted to engage the side panel of the vehicle, the second fastener having first and second faces, the first face being adapted to engage the fastening means and the second face being adapted to engage the second face of the first fastener. Suitably, the auxiliary fastening means comprises a 3M Dual Lock system.

[0017] In a further embodiment of the invention, the fastening means includes clamp means which are adapted for engagement with a curtain on the side of a vehicle. Typically, the clamp means is provided by a pair of plates which are adapted to engage across the curtain to thereby engage the curtain.

[0018] In one embodiment of the invention, the advertising panel includes advertising panel fastening means which are adapted to engage the panel engagement means. Suitably, the advertising panel fastening means comprises an elongate fastener having a thickness greater than a thickness of the advertising panel. In such cases, the panel engagement means includes a slotted member which is adapted to engage with the elongate fastener.

[0019] In one preferred embodiment the elongate fastener comprises a longitudinal member held within a hem of the panel. Preferably the hem is formed by folding an edge of the panel around the elongate fastener and back against the panel, then securing the edge to the panel. Securing may be carried out by stitching, applying adhesive, thermal bonding, or any suitable method.

[0020] In another preferred embodiment the elongate fastener comprises a longitudinal member secured to the panel by an edging strip. Preferably the edging strip passes around the elongate fastener and is secured to each side of the edge of the panel. Securing may be carried out by stitching, applying adhesive, thermal bonding, or any suitable method.

[0021] The longitudinal member is preferably flexible, for example a rope, cord, rubber or plastic extrusion or similar. Preferably the panel has an elongate fastener provided on two opposite longitudinal edges.

[0022] Preferably the panel is a flexible sheet. Preferably the sheet is of PVC, polyester or a combination thereof. Preferably the mesh is provided with apertures allowing air passage therethrough. Preferably the sheet has an air permeability of at least 1000 litres per second at 100 Pascal.

[0023] Preferably the sheet of the advertising panel is a woven material. Preferably the warp and weft fibres are bonded to each other at their intersections.

[0024] Preferably the panel is substantially rectangular. In one embodiment the panel may be provided with an extension piece at one or each of the two opposite side edges. Preferably the extension pieces are provided with securing means to allow them to be wrapped around the corner of a vehicle and secured to the vehicle. Preferably an extension piece is provided on the leading edge of the sheet, the leading edge being the edge nearest the front of the vehicle when the panel is mounted on a vehicle. Alternatively the leading edge of the sheet may be provided with a continuous fastener which extends substantially over the entire length of the leading edge. In another embodiment the panel may be provided with an elongate fastener as described above on each of the two opposite side edges, the elongate fastener being adapted to engage with a track member on the structure.

[0025] According to a second embodiment of the invention, there is provided fastening means for fastening an advertising panel to a side panel of a vehicle, the fastening means being adapted for attachment to the side panel of the vehicle and including panel engagement means adapted to engage the advertising panel, wherein the fastening means comprises one or more track members having a reflecting strip on an external surface thereof.

[0026] When the fastening means comprises a single track member, the track member may comprise a plurality of panel engagement means spaced apart along the track. Suitably, parts of the track intermediate the spaced apart panel engagement means will comprise a reflecting surface, typically a reflecting strip. Alternatively, the single track member may comprise a continuous reflecting surface such as a reflecting strip.

[0027] Suitably, the panel engagement means is adapted to engage an advertising panel fastening means formed on the advertising panel.

[0028] In one embodiment of the invention, the track member comprises an elongated plate having an upper portion and a lower portion, wherein the lower portion includes one or more panel engagement means, and wherein the upper portion includes reflecting means such as a reflective strip. Suitably, the reflective strip extends along a length of the track member. Ideally, the reflecting strip comprises 3M yellow diamond grade retro-reflective tape. The reflectiing strip is also suitably a

continuous reflecting strip.

[0029] Suitably, at least a portion of the fastening means is formed from high visibility polypropylene plastic.

[0030] In one embodiment of the invention, the fastening means includes adhesive for engaging the side panel of the vehicle. Typically, the adhesive comprises an adhesive strip such as double sided 3M™ adhesive tape VHB 4943F. When the fastening means comprises a track member, the adhesive strip is suitably attached to a top and bottom of the track member.

[0031] In one embodiment of the invention, the fastening means includes an auxiliary fastening means comprising a first fastener and a second fastener, the first fastener having first and second faces, the first face being adapted to engage the side panel of the vehicle, the second fastener having first and second faces, the first face being adapted to engage the fastening means and the second face being adapted to engage the second face of the first fastener. Suitably, the third fastening mans comprises a 3M Dual Lock system.

[0032] In a further embodiment of the invention, the fastening means includes clamp means which are adapted for engagement with a curtain on the side of a vehicle. Typically, the clamp means is provided by a pair of plates which are adapted to engage across the curtain to thereby engage the curtain.

[0033] In one embodiment of the invention, the panel engagement means includes a slotted member which is adapted to engage with an elongate fastener formed on the advertisement panel, which elongate fastener has a thickness greater than a thickness of the advertising panel.

[0034] The invention also relates to a vehicle having at least one side panel, the vehicle including an advertising system according to the invention.

[0035] The invention also relates to a vehicle having at least one side panel, the vehicle including fastening means according to the invention.

[0036] Suitably, the vehicle comprises a truck, van, heavy goods vehicle, train, tram, mobile advertising hoarding or the like.

[0037] The invention will be more clearly understood from the following description of some embodiments thereof, given by way of example only, in which:

Fig. 1 is an elevational view of a side of a vehicle including an advertising system according to the invention;

Fig. 2 is a detailed perspective view of an advertising system according to the invention;

Fig. 3 is a side view of the advertising system of Fig. 2;

Fig. 4 is an elevational view of a side of a vehicle including an advertising system according to an alternative embodiment of the invention;

Fig. 5 is a detailed perspective view of an advertising system according to an alternative embodiment of the invention;

Fig. 6 is a side view of the advertising system of Fig. 5 shown attached to a side panel of a vehicle;

Fig. 7 is an elevational view of a side of a vehicle including an advertising system according to a further embodiment of the invention attached to a curtain of the vehicle;

Fig. 8 is a detailed perspective view of a fastening means according to a further embodiment of the invention;

Fig. 9 is a side view of the fastening means of Fig. 8 shown attached to a curtain of a vehicle;

Fig. 10a is a detailed perspective view of a fastening means according to a further embodiment of the invention;

Fig. 10b is a side view of the fastening means of Fig. 10a shown attached to a side panel of a vehicle;

Fig. 11a is a detailed perspective view of a fastening means according to a further embodiment of the invention;

Fig. 11b is a side view of the fastening means of Fig. 11a shown attached to a side panel of a vehicle;

Fig. 12a is a detailed perspective view of a fastening means according to a further embodiment of the invention;

Fig. 12b is a top elevation view of the fastening means of Fig. 12a shown attached to a side panel of a vehicle;

Fig. 13a is a detailed perspective view of a fastening means according to a further embodiment of the invention;

Fig. 13b is a top elevation view of the fastening means of Fig. 13a shown attached to a side panel of a vehicle;

Fig. 14a is a partial cross-sectional perspective view of a corner bracket for use with the fastening means of any of the abovementioned embodiments; and

Fig. 14b is a cross-sectional side view of the corner bracket of Fig. 14a.

[0038] Referring to the drawings, and initially to Figs 1 to 3, there is illustrated a heavy goods vehicle 1 having a side panel 2. An advertising system according to the invention, and indicated generally by the reference numeral 5, is mounted to the side panel 2 of the vehicle 1.

[0039] In more detail, the advertising system 5 comprises upper and lower elongate track members 6, 7 which are fixed to upper and lower sections of the side panel 2 and across which is mounted an advertising panel 8. As is best illustrated in Fig. 2, each track member 6, 7 comprises an elongated plate 4 formed of extruded high visibility PVC having an upper flat surface 9 and a slotted track 10 formed in a lower portion of the plate 4. The upper flat surface 9 carries a reflective strip 11 which in this case comprises 3M yellow diamond grade retro-reflective tape. Double sided 3M adhesive tape 13 is mounted to a top and bottom of a rear face 14 of each track member 6, 7.

[0040] The advertising panel 8 includes advertising panel fastening means in the form of elongate fasteners 15 which are bonded to longitudinal edges at a top and bottom of the advertising panel. In this case, the elongate fasteners comprise an extruded cord which is dimensioned to slide along, and be held within, the slotted tracks 6, 7.

[0041] Typically, the advertising panel 8 is formed of a mesh material comprising a polyester or polypropylene base fabric coated with PVC. The base fabric may have between 3 and 10 (preferably 5) threads per cm in both warp and weft directions. Flexible plasticised PVC is applied to both sides to produce a material having a weight of between 100 and 800 g/m^2, preferably between about 200 and 550 g/m^2, such that the warp and weft fibres are bonded to each other at their intersections.

[0042] The apertures in the mesh allow an air permeability of between 1000 and 6000 litres/second at 100 Pascal, preferably about 2800 litres/second. A suitable mesh is that sold by VUFLEX Digital under the name VUFLEX Digital 550, although it is to be understood that any suitable plastic mesh may be used. The air permeability ensures that the panel remains flat against the supporting surface, whether it be a solid wall of a vehicle or a curtain. Air pressure either side of the panel is equalised, thereby preventing flapping of the panel against the supporting surface.

[0043] The mesh must be capable of being printed on, to provide an advertising image on one side. Any suitable printing process may be used, such as laser printing or screen printing. The apertures must be small enough such that the effect of the advertising panel when mounted on a solid surface and viewed from a distance is of an opaque panel. In a particular embodiment the plasticised warp and weft fibres have a width of about 1 mm, while the apertures are about 1 mm square. An opaque effect is produced if the apertures make up about 25% or less of the area of the panel. If the apertures make up more than about 35% of the area of the panel the opacity effect is diminished.

[0044] Reinforcing strips (not shown) of reinforced PVC or similar material may be bonded to any or all of the edges of the advertising panel 8 to prevent the advertising panel 8 from tearing or stretching in use. The reinforcing strips may be bonded by adhesive or by ultrasonic welding. The strips may be of polypropylene or polyester scrim coated with PVC for easy joining to the panel 8. The thickness of the strips is chosen so that the panel 8 can be subject to the chosen printing process even with the strips attached. Typically the reinforcing strips are between 5 and 15 cm wide, and extend to a perimeter of the panel 8.

[0045] The panel 8 is installed on a vehicle 1 by threading the elongate fasteners 15 at the top and bottom edges of the panel 8 into the slotted track members 6, 7 simultaneously and pulling the panel horizontally until it extends from one vertical side to the other of the supporting surface. The vertical edges of the panel are then secured using any suitable securing means.

[0046] It has been found that it is advantageous to provide a continuous fastener, preferably a fastener 15 which can engage with the slotted track members 6, 7 or a fastener such as a hook and loop fastener (not shown), extending all the way along the leading edge of the advertising panel 8. The leading edge is that edge which is nearer the front of the vehicle in use. The use of a continuous fastener engaging with a corresponding continuous fastener on the vehicle 1 prevents the leading edge of the panel 8 lifting away from the vehicle at any point, and helps to hold the panel 8 to the side panel 2 or curtain 30 without flapping. The same effect can be achieved by continuing the panel around the corner of the vehicle and securing it in place by any suitable means to the end wall of the vehicle.

[0047] Referring now to Figs. 4 to 6, a further embodiment of the invention will now be described in which parts identified with reference to the previous embodiment are assigned the same reference numerals. Referring particularly to Fig. 6, the advertising system includes an auxiliary fastening means 21 provided by a 3M Dual Lock system in which a first fastener 22 attached to the side panel 2 of a vehicle is adapted to engage a second fastener 23 attached to a rear face of the track member 6, 7. In this embodiment, the track member 6, 7 is a continuous track which extends across a substantial portion of a top of the side panel 2 of the vehicle 1.

[0048] The use of this embodiment is the same as that of the previous embodiment with the exception that the track members 6, 7 are attached to the side panel 2 of the vehicle by means of a 3M dual lock system.

[0049] Referring to Figs. 7 to 9, there is illustrated a further embodiment of the invention in which parts similar to those identified with reference to the previous embodiment are assigned the same reference numerals. In this embodiment, the fastening means is adapted for attachment to a curtain 29 of a vehicle and comprises a

plurality of individual track members 30 linked by reflecting strips 31. Each track member 30 is formed of high visibility polypropylene plastic and the reflecting strips are coated with 3M yellow diamond grade retro-reflective tape. As is best illustrated in Fig. 6, a backing plate 32 is used to attach the track member 30 to the curtain 29 by sandwiching the curtain 29 between the track member 30 and the backing plate 32. Screws 33 are used to secure the track member 30 and the backing plate 32 together.

[0050] Referring to Figs. 10-13, further embodiments of the invention are illustrated in which parts similar to those identified with reference to the previous embodiments are assigned the same reference numerals. In these embodiments, the fastening means comprises a track member 6 having a front plate 41 and a spaced-apart rear plate 43. The slotted track 15 is disposed between the front and rear plates 41, 43. The track member 6 is formed of high visibility polypropylene plastic and a reflective strip 11 coated with 3M yellow diamond grade retro-reflective tape is attached to an obverse face of the front plate 41.

[0051] In the embodiments of Figs. 10 and 11, the front plate 41 of the track member 6 comprises an overhang portion 44 which extends beyond the slotted track 15 to cover a peripheral portion of the advertising panel 8.

[0052] In the embodiments shown in Figs 10 and 13, double sided adhesive tape 13 is attached to the rear plate 43 and adapted to attach the track member 6 to a side panel of a vehicle. In the embodiment shown in Figs 11 and 12, the track member 6 includes a 3-M dual lock system 21 for attachment to a side panel of a vehicle.

[0053] Fig. 14 shows views of a corner bracket 50, as used with the fastening means illustrated in Fig. 12. The figure shows one leg of an "L-shaped" bracket 50, which is used at the corners of the advertising panel 8 to securely hold horizontal and vertical track members in fixed relation to each other. The inner and outer faces 41, 43 are held within an outer arm and a backplate 54.

[0054] In order for the bracket 50 to be able to be used with the fastening means illustrated in Fig. 12, it is important that the bracket 50 holds the fastening means flush with the side of the lorry. To this end, one half of the dual lock engaging portion of the fastening means can be removed along the length of the fastening means that is held by the bracket, or it can be accommodated within the backplate 54.

[0055] Particular arrangements of fasteners are provided for particular models of vehicles and their corresponding advertising panels. For example a Transit® van might carry a particular size of advertising panel; panels for these vans would carry a particular pattern of fasteners. Corresponding fasteners on Transit® vans would be fixed to the side wall of the van in a corresponding pattern using a particular Transit® stencil. Similarly, a particular make of trailer might carry a particular larger size of advertising panel; panels for these trailers would carry a different particular pattern of fasteners. Corresponding fasteners on the trailers would be fixed to the curtain or side wall of the trailer in a corresponding pattern using a particular trailer stencil.

[0056] The invention is not limited to the embodiments hereinbefore described which may be varied in construction and detail without departing from the spirit of the invention. In this regard, the invention should not be limited to the particular type of fastening means described. For example, the fastening means could comprise a track member having a plurality of hooks which are adapted for engaging corresponding holes formed along a top edge of the advertising panel. Likewise, the fastening means may comprise a plurality of hooks formed along a top of the advertising panel which are adapted to engage a rail disposed along the side panel of the vehicle.

Claims

1. An advertising system (5) for mounting to a side panel (2) of a vehicle (1), the advertising system (5) comprising an advertising panel (8) and fastening means, the fastening means being adapted for attachment to the side panel (2) of the vehicle (1) and including panel engagement means (10) adapted to engage the advertising panel (8), wherein the fastening means comprises one or more track members (6,7) having a reflecting strip (11,31) on an external surface (9,41) thereof.

2. An advertising system (5) according to claim 1, wherein the fastening means includes a plurality of panel engagement means (30) spaced apart along the track member (6,7), wherein parts of the track intermediate the spaced apart panel engagement means (30) comprise a reflecting strip (31).

3. An advertising system (5) according to claim 1 or claim 2, wherein the track member (6,7) comprises an elongated plate (4) having an upper portion (9) and a lower portion, wherein the lower portion includes panel engagement means (10,30), and wherein the upper portion (9) includes the reflecting strip (11,31).

4. An advertising system (5) according to claim 1 or claim 2, wherein the track member (6,7) comprises a front plate (41) having an obverse face, the panel engagement means (10,30) being located behind the front plate (41), and wherein the obverse face of the front plate (41) includes the reflecting strip (11,31).

5. An advertising system (5) according to claim 4, wherein the track member (6,7) comprises a rear plate (43) spaced apart from the front plate (41), and

wherein the panel engagement means (10,30) are disposed between the front and rear plates (41,43).

6. An advertising system (5) according to any preceding claim wherein the reflecting strip (11,31) comprises a reflecting strip complying with UN ECE No. 104.

7. An advertising system according to any preceding claim, wherein the reflecting strip comprises a continuous reflecting strip.

8. An advertising system (5) according to any preceding claim wherein at least a portion of the fastening means is formed from high visibility polypropylene plastic.

9. An advertising system (5) according to any preceding claim wherein the fastening means includes adhesive or an adhesive strip for engaging the side panel (2) of the vehicle (1).

10. An advertising system (5) according to any preceding claim wherein the advertising panel (8) includes advertising panel fastening means (15) which are adapted to engage the panel engagement means (10,30), the advertising panel fastening means (15) comprising an elongate fastener (15) having a thickness greater than a thickness of the advertising panel (8), and the panel engagement means including a slotted member (10) which is adapted to engage with the elongate fastener (15).

11. An advertising system (5) according to claim 10, wherein the elongate fastener (15) comprises a longitudinal member (15) held within a hem of the panel (8).

12. Fastening means for fastening an advertising panel (8) to a side panel (2) of a vehicle (1), the fastening means being adapted for attachment to the side panel (2) of the vehicle (1) and including panel engagement means (10,30) adapted to engage the advertising panel (8), wherein the fastening means comprises one or more track members (6,7) having a reflecting strip (11,31) on an external surface (9,41) thereof.

13. A fastening means according to claim 12, wherein the fastening means includes a plurality of panel engagement means (30) spaced apart along the track member (6,7), wherein parts of the track intermediate the spaced apart panel engagement means (30) comprise a reflecting strip (31).

14. A fastening means according to claim 12 or claim 13, wherein the track member (6,7) comprises an elongated plate (4) having an upper portion (9) and a lower portion, wherein the lower portion includes panel engagement means (10,30), and wherein the upper portion (9) includes the reflective strip (11,31).

15. A fastening means according to claim 12 or claim 13, wherein the track member (6,7) comprises a front plate (41) having an obverse face, the panel engagement means (10,30) being located behind the front plate (41), and wherein the obverse face of the front plate (41) includes the reflecting strip (11,31).

16. A fastening means according to claim 15, wherein the track member (6,7) comprises a rear plate (43) spaced apart from the front plate (41), and wherein the panel engagement means (10,30) are disposed between the front and rear plates (41,43).

17. A fastening means according to any of claims 12 to 16 wherein the reflecting strip (11,31) comprises a reflecting strip complying with UN ECE No. 104.

18. A fastening means according to any of claims 12 to 17, wherein the reflecting strip comprises a continuous reflecting strip.

19. A fastening means according to any of claims 12 to 18 wherein at least a portion of the fastening means is formed from high visibility polypropylene plastic.

20. A fastening means according to any of claims 12 to 19 wherein the fastening means includes adhesive or an adhesive strip for engaging the side panel (2) of the vehicle (1).

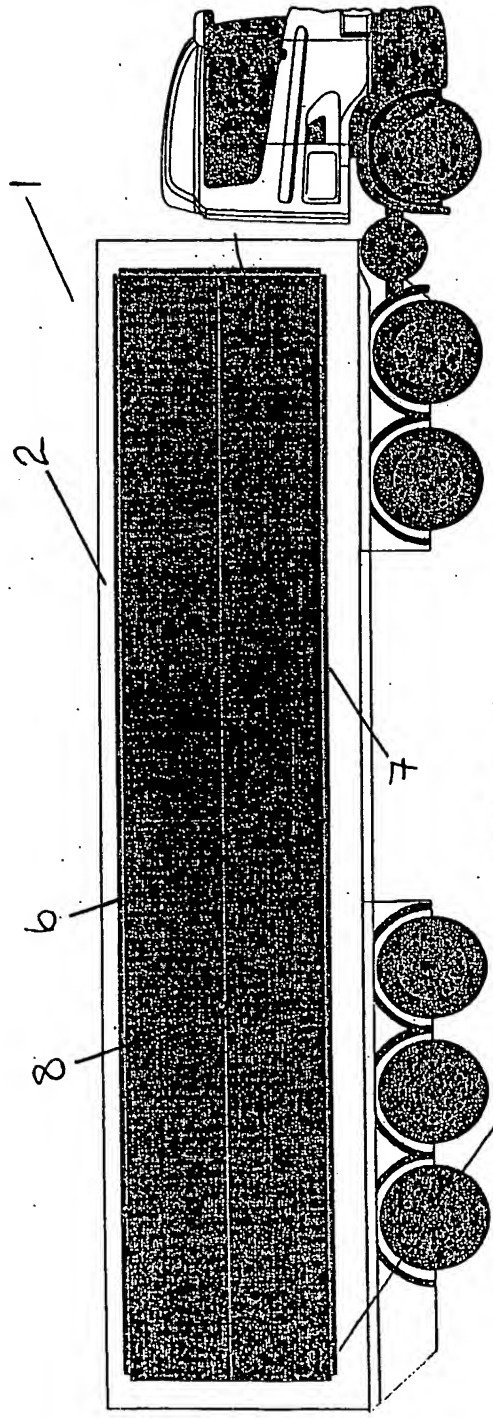


Fig.1

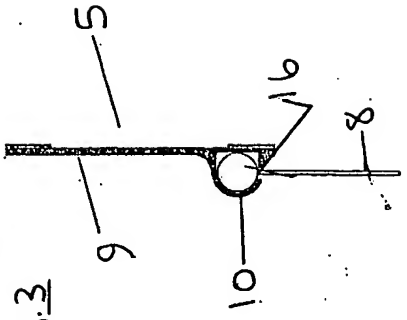


Fig.3

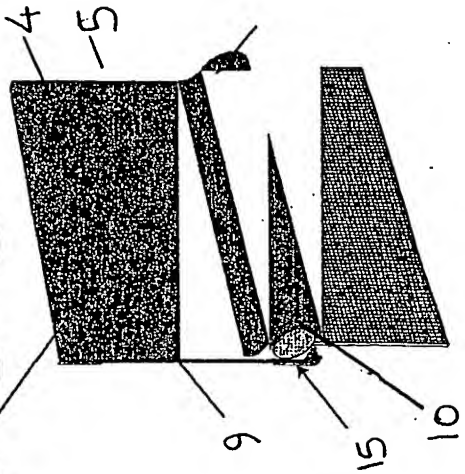


Fig.2

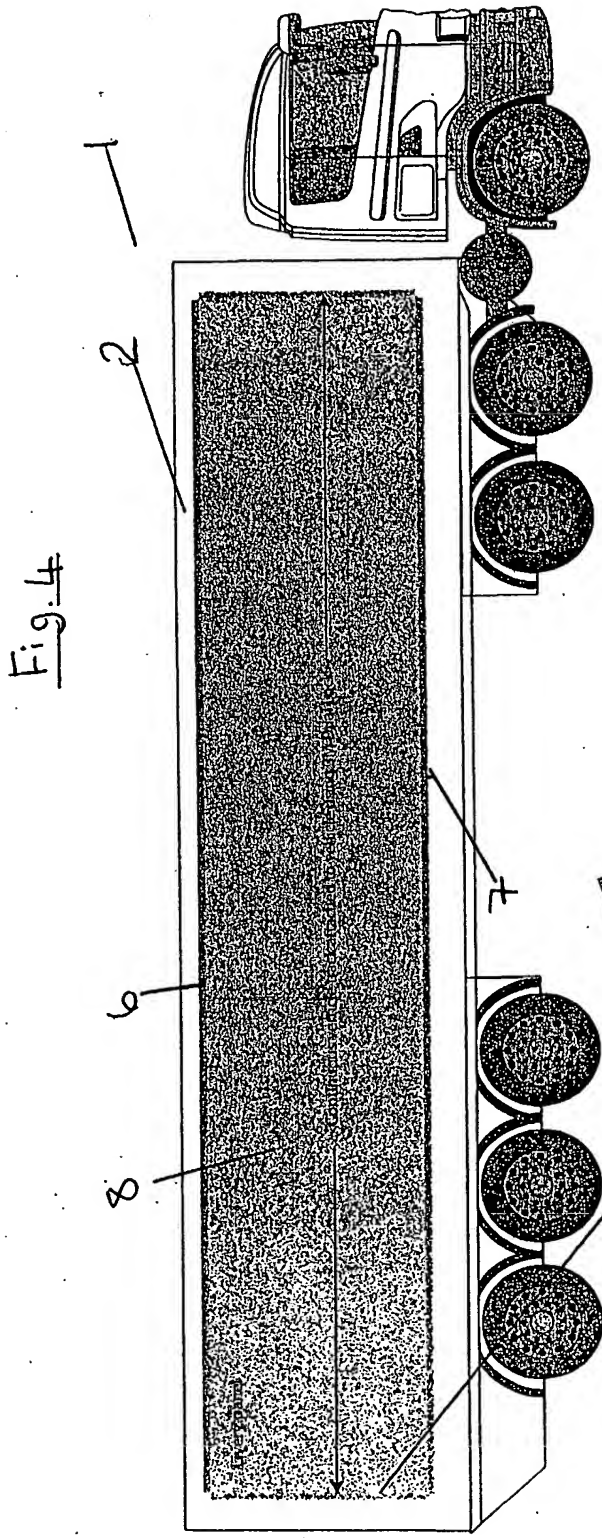


Fig.4

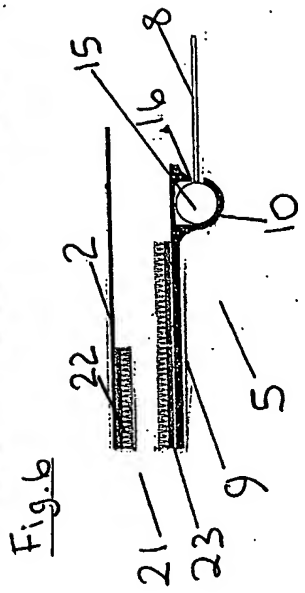


Fig.6

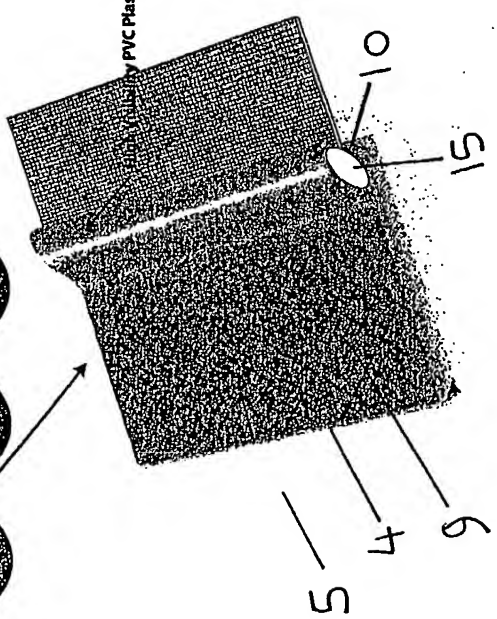


Fig.5

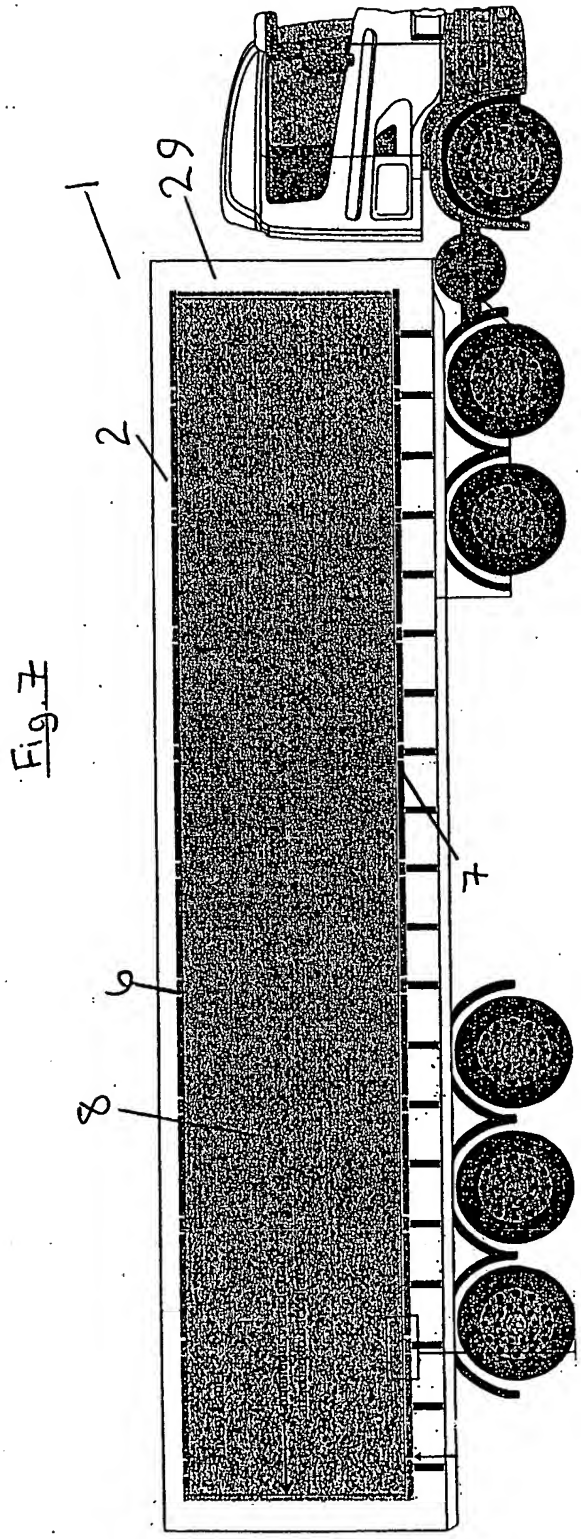


Fig.7

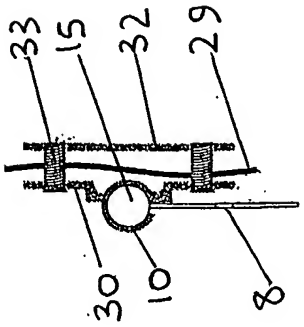


Fig.9

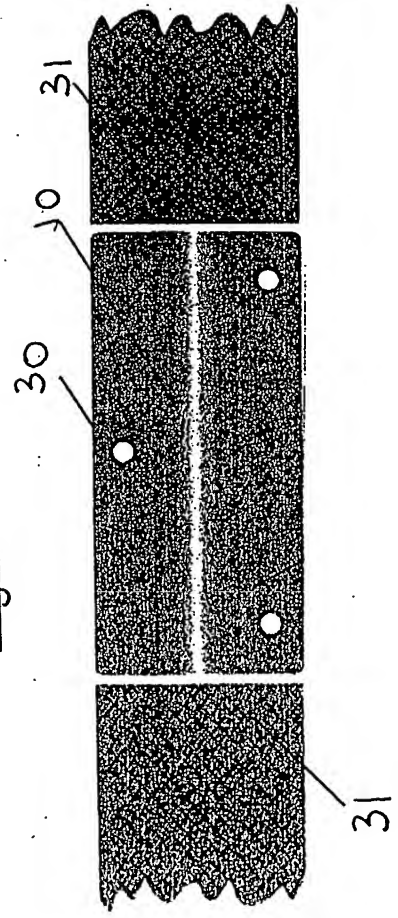


Fig.8

Fig.11a

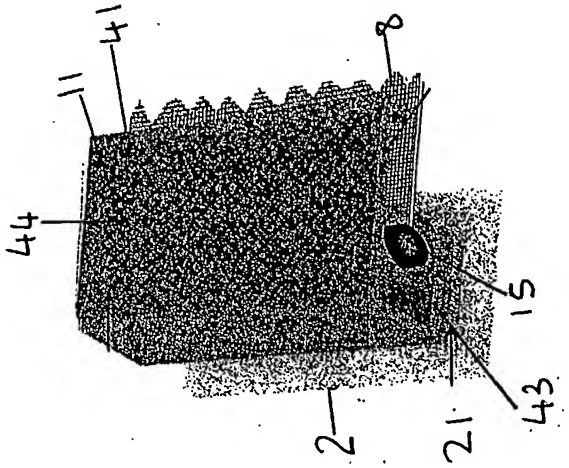


Fig.11b

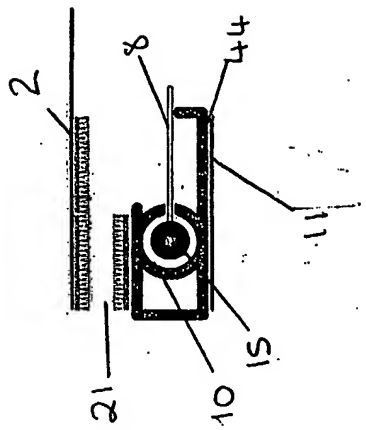


Fig.10a

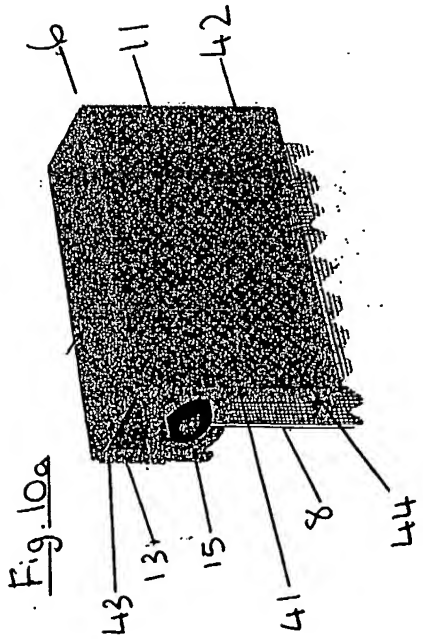
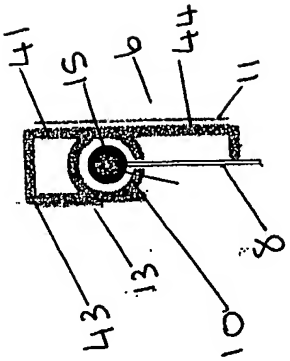


Fig.10b



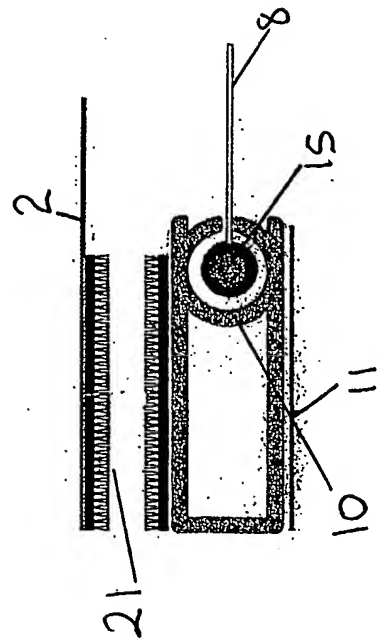


Fig.12b

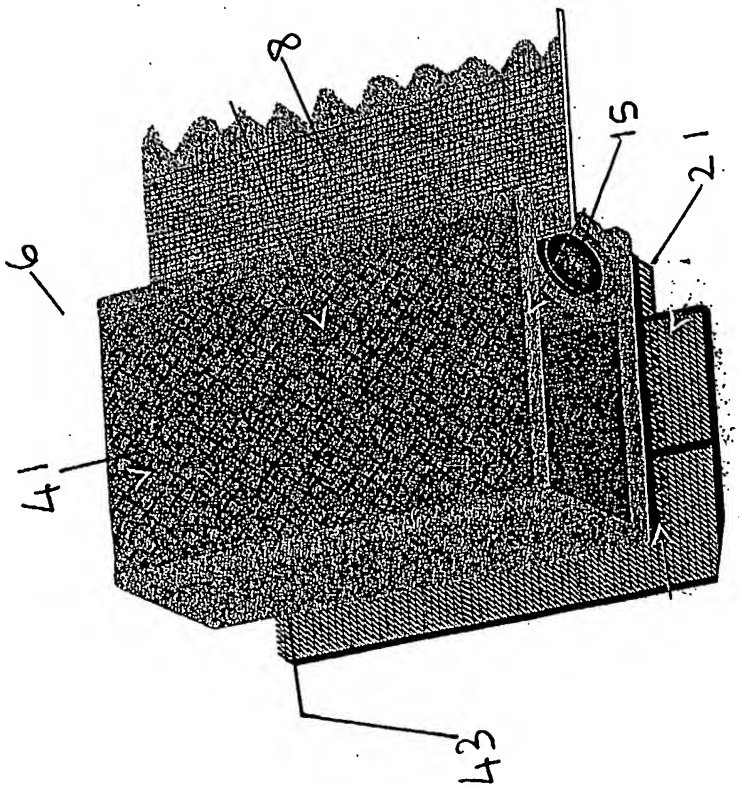


Fig.12a

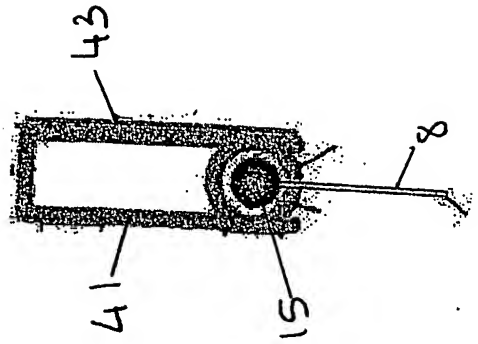


Fig. 13b

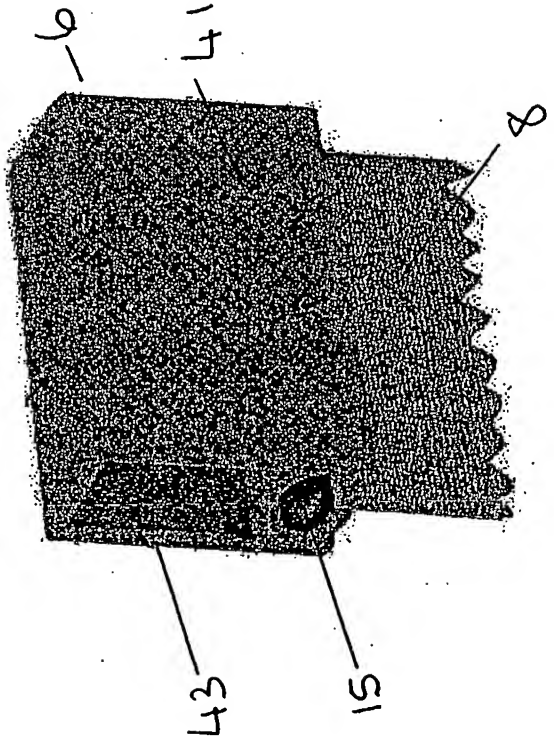


Fig. 13a

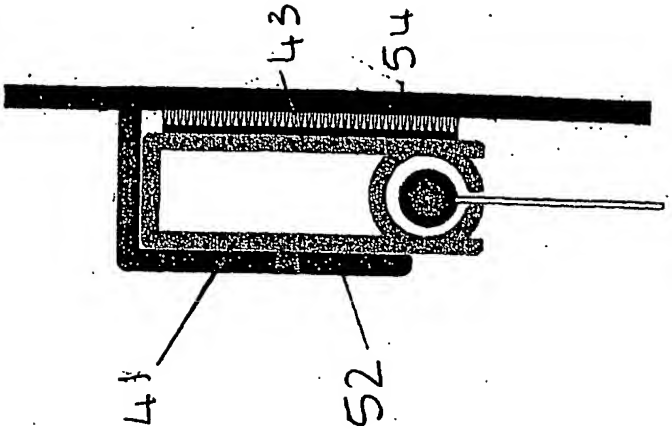


Fig 14b

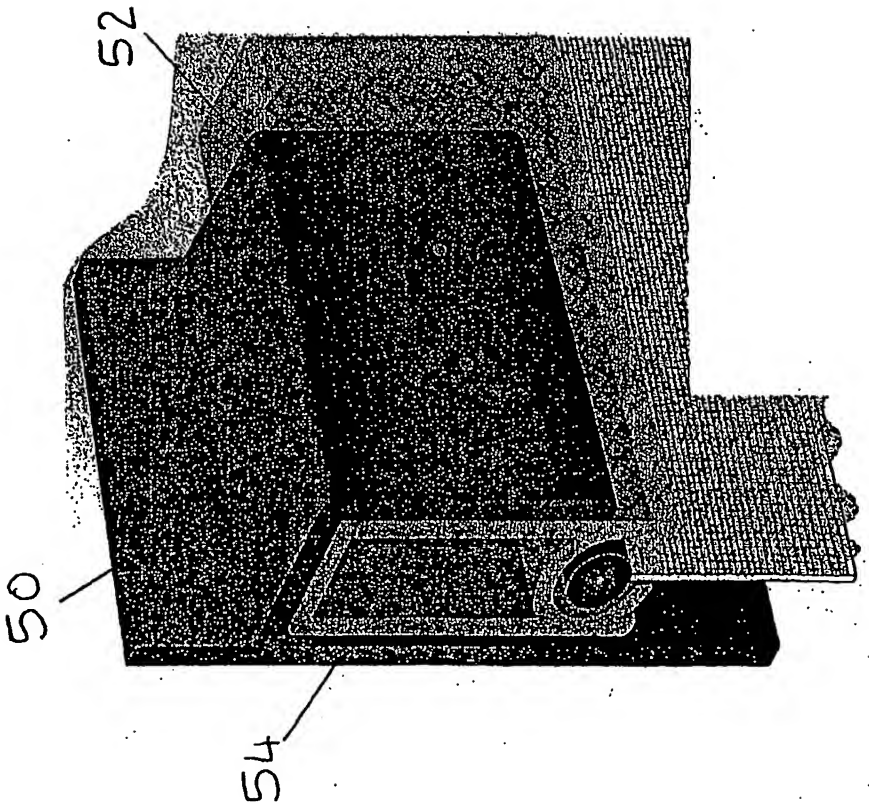


Fig. 14a